CLAIMS

What is claimed is:

1.   A method of recognizing revenue for an Internet advertising campaign, the method comprising:

specifying a target Gross Rating Point (GRP) for one or more lines of the advertising campaign;

specifying a total booked amount for the lines;

apportioning the target GRP among one or more time periods of the campaign; and

apportioning the total booked amount among the time periods, wherein recognized revenue is based on the apportioned GRP and the apportioned booked amount.

2.   The method of claim 1, wherein the target GRP is apportioned equally among the time periods.

3.   The method of claim 1, wherein the booked amount is apportioned equally among the time periods.

4.   The method of claim 1, further comprising:

determining the actual GRP achieved for the time periods; and

determining recognized revenue for the time periods such that a ratio of the recognized revenue to the total booked amount is based on a ratio of the actual GRP to the target GRP.

5.   The method of claim 1, further comprising serving advertisements on one or more Web pages in accordance with campaign parameters.

6.   The method of claim 4, wherein the ratio of recognized revenue to the total booked amount equals the ratio of the actual GRP to the target GRP for the lines.

7.   The method of claim 4, wherein the ratio of recognized revenue for a particular time period to the total booked amount for a particular line is equal to the ratio of actual GRP for the particular time period to the target GRP for the particular line.

8.   The method of claim 1, further comprising:

determining an invoice amount for a billing period, the invoice amount being calculated by adding recognized revenue for the lines for the time periods falling within the billing period.

9.   The method of claim 8, wherein the adding recognized revenue comprises adding recognized revenue for time periods falling entirely within the billing period.

10.   The method of claim 9, wherein the adding recognized revenue further comprises:

adding revenue for a particular time period that falls partially within the billing period based on an amount of time that the particular time period falls within the billing period

11.   The method of claim 8, wherein the time period is a week.

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12. The method of claim 8, wherein the billing period is a month.

13. The method of claim 11, wherein the time period is a week.

14. The method of claim 8, further comprising capping the invoice amount for a line to an amount for the line for the billing period.

15. The method of claim 2, further comprising, when a total actual GRP for a billing period for a particular line differs from a total target GRP for the particular line for the billing period, applying the difference between the total actual GRP and the total target GRP for the billing period to a subsequent billing period.

16. The method of claim 2, further comprising, when the total actual GRP for the billing period for a particular line is less than the total target GRP for the particular line for the billing period, applying the difference between the total actual GRP and the total target GRP to a subsequent billing period.

17. The method of claim 1, wherein each of the lines is related to an individual Web property.

18. The method of claim 1, wherein each of the lines has an associated target GRP.

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19.   The method of claim 13, wherein any difference between an actual weekly GRP and a target weekly GRP is automatically carried over to the subsequent week, if the subsequent week is within the same calendar month.

20.   The method of claim 15, wherein the difference is calculated for each of the lines of the campaign.

21.   The method of claim 1, wherein recognized revenue is separately calculated for each of the lines.

22.   The method of claim 8, wherein the billing period of each of the lines is independent of the other lines.

23.   A computer system for recognizing revenue for an Internet advertising campaign, the system comprising:

one or more computers configured to:

identify a target Gross Rating Point (GRP) for one or more lines of the advertising campaign;

determine a total booked amount of money for the lines;

determine an apportionment of the target GRP among one or more time periods of the campaign for the lines;

identify an apportionment of the total booked amount among the time periods; and

determine revenue based on the apportioned GRP and the apportioned booked amount.

24. The system of claim 23, wherein the computers are further configured to:

determine the actual GRP achieved for each of the time periods; and

determine recognized revenue for the time periods such that a ratio of the

recognized revenue to the total booked amount is based on a ratio of the actual

GRP to the target GRP.

25. The system of claim 23, wherein the target GRP is apportioned equally

among the time periods.

26. The system of claim 23, wherein the booked amount is apportioned

equally among the time periods.

27. The system of claim 24, wherein a ratio of recognized revenue to the total

booked amount equals a ratio of the actual GRP to the target GRP for the lines.

28. The system of claim 24, wherein the computers are further configured to

serve advertisements on one or more Web pages in accordance with campaign characteristics.

29. The system of claim 23, wherein the computers are further configured to:

determine an invoice amount for a billing period, the invoice amount

being calculated by adding recognized revenue for the lines for the time periods

falling within the billing period.

30. The system of claim 23, wherein the ratio of recognized revenue for a particular time period to the total booked amount for a particular line is equal to the ratio of actual GRP for the particular time period to the target GRP for the particular line.

31. The system of claim 29, wherein the adding recognized revenue is for lines falling entirely within the billing period.

32. The system of claim 31, wherein the adding recognized revenue further comprises:

adding revenue for a particular time period that falls partially within the billing period based on an amount of time that the particular time period falls within the billing period

33. A method of recognizing revenue for an Internet advertising campaign, the method comprising the steps of:

a step for identifying a target Gross Rating Point (GRP) for one or more lines of the advertising campaign;

a step for identifying a total booked amount of money for the lines;

a step for apportioning the target GRP among one or more time periods of the campaign; and

a step for apportioning the total booked amount among the time periods, wherein recognized revenue is based on the apportioned GRP and the apportioned booked amount.

34.   The method of claim 33, wherein the target GRP is apportioned equally among the time periods.

35.   The method of claim 33, wherein the booked amount is apportioned equally among the time periods.

36.   The method of claim 33, further comprising:

a step for determining the actual GRP achieved for the time periods; and

a step for determining recognized revenue for the time periods such that a ratio of recognized revenue to the total booked amount is based on a ratio of the actual GRP to the target GRP for the time periods.

37.   A computer system for recognizing revenue for an Internet advertising campaign, the system comprising:

means for identifying a target Gross Rating Point (GRP) for one or more lines of the advertising campaign;

means for identifying a total booked amount of money for the lines;

means for identifying an apportionment of the target GRP among one or more time periods of the campaign for the lines;

means for identifying an apportionment of the total booked amount among the time periods; and

means for determining revenue based on the apportioned GRP and the apportioned booked amount.

38.   The system of claim 37, further comprising:

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means for determining the actual GRP achieved for each of the time periods; and

means for determining recognized revenue for the time periods such that a ratio of recognized revenue to the total booked amount is based on a ratio of the actual GRP to the target GRP.

39. A method of determining charges for an Internet campaign, the method comprising:

specifying a goal effectiveness measure for one or more portions of the campaign;

specifying a total booked amount for the portions;

apportioning the goal effectiveness measure among one or more portions of the campaign;

apportioning the total booked amount among the portions, wherein charges are based on the apportioned effectiveness measure and the apportioned booked amount.

determining the actual effectiveness measure achieved for the portions; and

determining the charges for the portions such that a ratio of the charges the total booked amount is based on a ratio of the actual effectiveness measure the goal effectiveness measure.

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